

Creactives Group S.p.A. presents a new ebook about the AI-enabled Procurement with the introduction of Kelly Barner

Verona, July 15, 2021. **Creactives Group S.p.A.** (“**Creactives Group**”) (ISIN IT0005408593 - ticker: **CREG**), an international company that develops **Artificial Intelligence** technologies to address real-life business problems in the Supply Chain, presents a new ebook entitled “**Making AI-enabled Procurement Work in the Real World**”.

In this paper, the reader will find some of the critical considerations procurement must discuss and prepare for early in their journey towards AI-enabled digital transformation of spend management activity:

- *Change Management: The introduction of AI inspires different reactions in individuals. Understanding the sources of each person's concerns and constructively addressing them can be the difference between a project plagued by user pushback and one that brings more activities into the scope and addresses them at scale going forward.*
- *Self-guided buying as a Test Case: For procurement, the push towards self-guided buying (or self-sourcing) is more a matter of 'when' than 'if.' And while the reasons the business gives for wanting this ability are understandable, they don't overcome procurement's worry about ensuring compliance and minimizing risk. AI may offer workable solutions, both at the point of purchase and for bulk automated data cleansing.*
- *Putting the 'I' in AI: Not all AI-enabled solutions are created equal. In most cases, the value is tied directly to the amount of 'training' given to the AI. If AI is to succeed in practice, it must be prepared for the usage patterns associated with most transactions and the edge cases that naturally occur.*

This ebook is a collection of some articles written by Adriano Garibotto (Chief Sales & Marketing Officer at Creactives) with an introduction by Kelly Barner (Owner and Managing Director at Buyers Meeting Point) who thanks to her perspective on procurement gained with her skills and several years of experience, is recognized as an influencer of the procurement world.

A (free) copy is available at the following link: [DOWNLOAD](#).

About Creactives Group

Creactives Group S.p.A. (“**Creactives Group**”) (ISIN IT0005408593 - ticker: **CREG**) is an international company that develops **Artificial Intelligence** technologies to address real-life business problems which are too complex to be solved through conventional approaches.

For more information please visit: www.creactivesgroup.com

Contact

Ing. Massimo Grosso, member of the Board of Directors and Investor Relator

Creactives Group S.p.A.

Piazzale Luigi Cadorna 6, 37126 Verona Italy

investor.relations@creactivesgroup.com